

# InFocus

*Goodyear ranked  
7th Best City to Live In  
by 24/7 WallSt.com*



DECEMBER 2015

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# Shop Goodyear for the Holidays

**SHOP GOODYEAR  
BUSINESSES THIS HOLIDAY  
SEASON AND ENTER TO  
WIN GREAT PRIZES!**

Show your Goodyear pride this holiday season by shopping in Goodyear. Purchase a minimum of \$25 of goods and/or services at a business located in Goodyear between October 19, 2015 and December 31, 2015.

Download the entry form at:

**[www.goodyearaz.gov/shopgoodyear](http://www.goodyearaz.gov/shopgoodyear)**

Entry forms are also available at entry box locations.

Fill out an entry form and staple it to receipt(s). Submit form and receipts at one of the many enter-to-win locations.

For a list of prizes, sponsors, entry forms, entry locations, and official rules, visit:

**[www.goodyearaz.gov/shopgoodyear](http://www.goodyearaz.gov/shopgoodyear)**

## GOODYEAR CITY COUNCIL CALENDAR

December 7	6 p.m.	Council Meeting
December 14	6 p.m.	Council Meeting
January 4	5 p.m.	Work Session
January 11	5 p.m.	Work Session
	6 p.m.	Council Meeting
January 25	6 p.m.	Council Meeting



### GOODYEAR CITY COUNCIL

Top row (left to right): Joe Pizzillo, Vice Mayor Sheri Lauritano, Joanne Osborne, and Bill Stipp. Bottom row (left to right): Wally Campbell, Mayor Georgia Lord, and Sharolyn Hohman.

Council meetings and work sessions are held at Goodyear Justice Center, Goodyear Municipal Complex, 14455 W. Van Buren St., B101. Visit [www.goodyearaz.gov](http://www.goodyearaz.gov) for meeting schedules and to watch City Council meetings.

## ENTER TO WIN!

### GRAND PRIZE:

A stunning silver Pandora bracelet and your choice of Pandora Beads (not to exceed \$500) courtesy of:

*Osborne Jewelers*

**OVER \$5,000 IN PRIZES  
PROVIDED BY GOODYEAR  
BUSINESSES INCLUDING:**



### City of Goodyear InFocus

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City of Goodyear AZ Government

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## From the Mayor

### AN EXCITING 2015 HAS POSITIONED GOODYEAR FOR A BRIGHT 2016



Mayor  
Georgia  
Lord

The city of Goodyear had an exciting year in 2015, and I truly believe the future is even brighter.

Last year was motivating, especially in the way of growth and economic development projects that were announced or broke ground. Goodyear remains

one of the fastest-growing cities in the United States – and it's not by accident.

Attractive attributes throughout the city have strategically positioned Goodyear for future success. One being located along Interstate 10 and the recently-opened Loop 303. These critical roadways are attracting more businesses to Goodyear.

In 2015, everything from diverse dining options and the finest movie theatre to industry and manufacturing came to Goodyear.

And if that wasn't enough, at the State of the City Address in October, I was overjoyed to announce that Byrd Hotel Group is planning to build a hotel just beyond centerfield at Goodyear Ballpark. Scheduled to open in 2017, it will be the largest hotel in Goodyear and no doubt will spur more long-awaited growth in that area.

More recently, one big announcement we were more than thrilled to hear was Goodyear being ranked 7th Best City to Live In by 24/7 WallSt.com. The rankings identified the Top 50 best cities in the U.S., and Goodyear was the only Arizona city on the list. And I couldn't agree with them more!

With Goodyear being just 12 percent developed, the city continues to map out its future. The hard work of our officials and city employees have helped make it possible as Goodyear prides itself on being business-friendly and an attractive place to live, work and play. The city of Goodyear plans to continue adding to the amenities of shopping, dining and quality community events as well as providing the best services possible.

In all, I would say 2015 was another "Great Year" in Goodyear, and I believe 2016 will be even better.

I wish you and your family a wonderful holiday season, and a prosperous new year.

## Council Corner

There are many reasons why I am proud to be a resident of the city of Goodyear, but I am especially proud of our city's extraordinary volunteer base. Every day, our outstanding volunteers graciously share their time, talents, and experience to make our city a better place for us all to live, work and play. In 2014 alone, more than 700 volunteers contributed nearly 29,000 hours to the city's Courts, Finance, Management, Parks and Recreation, Police, Fire, and Human Resources departments – amounting to more than \$600,000 in cost savings to the city and Goodyear taxpayers.

On behalf of the Goodyear City Council, I tip my hat to all who have given their time and talents to make Goodyear a true community, and not simply a collection of neighborhoods.



Council  
Member  
Joe  
Pizzillo

This incredible demonstration of generosity from our volunteers is an integral part of our city's unique identity, and the diversity and volume of our volunteer base continues to grow. I encourage you to find ways to volunteer in your community – through the city's volunteer programs, or otherwise – and to seek opportunities to serve others whenever possible.

Join city staff for a behind-the-scenes look into city services! The Goodyear Citizen Academy is a seven-week course with in-depth information on critical departments and services such as Public Safety, Public Works, Engineering, Economic Development, City Court, City Council, and others.

**Tuesdays, beginning January 12 at 6 p.m.**  
Free; includes course materials and snacks. Limited to 40.

For more information, call 623-882-7781  
or visit [www.goodyearaz.gov/residents/citizen-academy](http://www.goodyearaz.gov/residents/citizen-academy)  
Registration deadline is Friday, December 18

# 2015 in Review

*As we look forward to 2016, we pause to look back on Goodyear's top stories of 2015, in no particular order.*



- 1 The Big Picture:** On April 25, more than 1,000 people attended the Harkins Theatre groundbreaking - scheduled to open in 2016 as the beginning of the Estrella Falls Regional Mall project.

- 2 Hearty Headquarters:** The city will hold a groundbreaking for phase one of the Goodyear Police Department's new operations building - a 20,000-square-foot facility that will house the Patrol and Records divisions.



- 3 Inaugural State of the City:** On Oct. 20, Goodyear held its first State of the City Address at Desert Edge High School's Performing Arts Center. Mayor Georgia Lord provided updates on ongoing projects and announced the Goodyear Citizen of the Year - Carolyn Rota - and the Corporate Citizen of the Year: Cancer Treatment Centers of America (pictured).

- 4 Geared for Growth:** On April 28, more than 300 people attended the inaugural Goodyear Geared for Growth event at the Tuscany Falls Clubhouse in the PebbleCreek community. The event, which was done in partnership with the Southwest Valley Chamber of Commerce, promoted the city's strategic economic development opportunities and success stories. Mayor Georgia Lord, Chris Camacho, president of the Greater Phoenix Economic Council (GPEC) and real estate expert Nate Nathan of Nathan and Associates, were the featured speakers.



- 5 A leader in innovative water use:** On Sept. 29, Goodyear was among 10 cities nationwide selected for a prestigious Water and Waste Digest's Top Ten Award for constructing a remediated water line from the Phoenix-Goodyear Airport South Superfund site to the Goodyear Ballpark practice fields. The clean and treated water is free, saving the city more than \$200,000 a year.

- 6 Take Me Out to the Ballgame:** On March 20, Goodyear Ballpark - spring training home of the Cincinnati Reds and Cleveland Indians - set a single-game attendance record. In an evening game between the Indians and Los Angeles Angels, there were 11,549 fans in attendance for a standing-room only sell-out crowd. Overall, the 2015 spring training season at Goodyear Ballpark saw a record 150,102 fans pass through the gates as the season's total gross revenue - \$5.2 million also set an all-time high.



- 7 Pumped about a Track:** On April 25, the city dedicated and opened a Pump Track for avid bicyclists at Foothills Community Park in the Estrella community. The track, which is the only one in the West Valley, was made possible with the help of 100 volunteers and city staff who put in more than 2,500 hours to complete it in six months. The Pump Track received a Partnership Award from the Arizona Parks and Recreation Association.

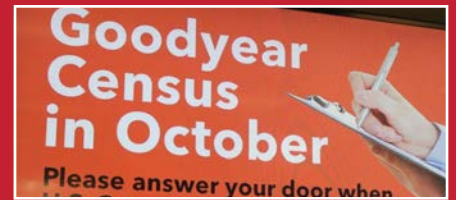


- 8 Adding to the menu:** Goodyear added an array of new eateries and restaurants throughout 2015, expanding on a wide variety available to those dining out. Within the last year, Goodyear added an Oregano's Pizza Bistro (one of the busiest in the Valley), and a Mod Pizza, setting up shop in a space near the Palm Valley Pavilions.



- 9 Innovative Fire Department:** September marked one-year of going "paperless" by using digital patient-care reporting tablets made possible through a grant from the Gila River Indian community to faster provide medical information on patients enroute to the hospital. In March, the department held its first high school girls firefighting camp to prepare them for a career. The camp received national attention.

- 10 Stand up and be Counted:** On Oct. 1, the city began conducting a Special Census to determine how much it has grown in the last five years. City leaders believe its population has increased from 65,000 in 2010 to more than 75,000 in 2015, garnering more in state-shared revenue.



- 11 Building Up:** Through Sept. 30, the city had issued 744 new single-family home permits. That means an estimated 2,363 new neighbors. The number of permits issued was a 31 percent more than last year at that time.

- 12 Keeping You Entertained:** The Goodyear Parks and Recreation Department has been adding more community events including art shows and cultural events while prioritizing park improvements to maintain quality services and amenities for citizens of all ages. On Nov. 11, the city's first Veterans Day Event was held at Goodyear Ballpark. Just a few months earlier, members of the community partnered with Parks and Rec to install new playground equipment at Wildflower Ranch South Park.

Tony Pignone, EMR Photography



- 13 Council Election:** In the race to fill three Goodyear City Council seats in the March primary election, the three incumbents were re-elected to their seats: Joanne Osborne, Sheri Lauritano and Bill Stipp. No run-off elections were necessary due to their 50 percent plus one margin of votes.

- 14 A road more traveled (Bullard Avenue extension completed):** Motorists traveling to Goodyear Ballpark or the Goodyear Recreation Complex, will have another way to get there. Construction on a one-mile stretch of the Bullard Avenue expansion project near Lower Buckeye and Estrella Parkway north of the MC85 began in Sept. 2014 and was completed in June.



- 15 Award-winning technology:** The city's revamped website - goodyearaz.gov - was nationally recognized by City-County Communications and Marketing Association for its functionality and use of photography. Also, the Center for Digital Government presented Goodyear with a 2015 Digital Cities Survey Award for its use of technologies to save taxpayer dollars by improving services and boosting efficiencies in the way of transparency and privacy.

# Water Matters

## CUT IT OFF TO SAVE

Winter time is the time to save on water costs.

Desert plants thrive with the occasional long rains and cool air. Don't over water them.

TYPE OF PLANT	HOW OFTEN TO WATER DEC-MARCH
Desert trees	1 long watering every 30-60 days
Desert shrubs	1 good watering every 30-45 days
Cactus and succulents	Only if cactus look shrunken or succulent leaves flop
Overseeded grass	1 watering every 10-14 days until the weather warms up
Bermuda	No watering needed. Rain will keep dormant grass alive.

## DON'T POLLUTE OUR WATERS - AUTO CARE

The automobile is one of the most recycled products in the United States. But, improper collection and storage of fluids, used parts, solid wastes, tires, and oil contaminated scrap parts from vehicles can cause significant stormwater pollution.

Adopt these healthy stormwater habits and help protect our washes, rivers, and wetlands:

- Use a commercial car wash that treats or recycles its wastewater.
- Check car, boat, motorcycle, and other machinery and equipment for leaks and spills. Make all repairs as soon as possible. Recycle whenever possible.
- Use a drip pan when changing motor oil and all other automotive fluids.
- Store batteries indoors in a contained area until they can be recycled.
- Save used oil and other used automotive fluids and dispose of them at a household hazardous waste collection event in your community. Take all contaminated towels and absorbents to a household hazardous waste event in your community. Don't dump these chemicals down the storm drain or dispose of them in your trash.
- Take all used oil to a used oil recycling facility. Call 1-800-CLEANUP for the location nearest your home. Many auto parts stores offer oil recycling services.
- Clean up spills promptly using absorbent materials.
- Sweep shop floor frequently; do not hose down.
- Never dump used motor oils, grease, antifreeze, or chemicals into storm drains, surface waters, into the sink or toilet, or onto the ground.

**Remember: Only Rain in the Storm Drain.**

Report illegal dumping into storm drains. For more information, visit [www.goodyearaz.gov](http://www.goodyearaz.gov), [www.azstorm.org](http://www.azstorm.org), or call 623-882-3110

## BRINE IS THE NEW GREEN



Did you know the city of Goodyear has the largest municipal reverse osmosis (RO) drinking water treatment plant in the state? The RO facility at the Bullard Water Campus (BWC) removes the salts, metals, and nitrates from the groundwater pumped from select city wells. Groundwater is processed through the plant and 80-85% is delivered as drinking water to our municipal customers. Brine is the wastewater byproduct of treating this groundwater and is comprised of highly concentrated salts, metals, and nitrates.

Disposing of the concentrated brine poses a challenge. State law prohibits discharging the brine directly into a natural waterway because of the concentration of regulated constituents such as arsenic and selenium.



Looking for an innovative and "green" solution, Goodyear built a research pilot project with support from the U.S. Bureau of Reclamation in 2010. The five-year pilot project tests the ability of manmade wetlands to remove the regulated constituents from the brine. Seven bins were constructed and tested using various salt-loving plants and media such as peat moss. Plants can remove pollutants by taking them up to their stems and leaves. Additionally, their roots provide a hospitable environment for some microorganisms which are able to use some metals that are retained in the roots and media. The water quality entering and exiting the bins is tested to determine which plants and media were most successful. The project has been a huge success! Some of the contaminants have been undetectable in water leaving the bins.

The project has demonstrated that it is possible to create manmade wetlands capable of reducing metals and nitrates to acceptable concentrations. The end product is still very salty water, but blending it with other water would allow it to be discharged into the environment.

For more information on the pilot project contact the U.S.B.R. project manager, Deborah Tosline at [dtosline@usbr.gov](mailto:dtosline@usbr.gov) or check out the study webpage: [www.usbr.gov/research/projects/detail.cfm?id=3699](http://www.usbr.gov/research/projects/detail.cfm?id=3699).



# Timeless Portraits Fine Art Show

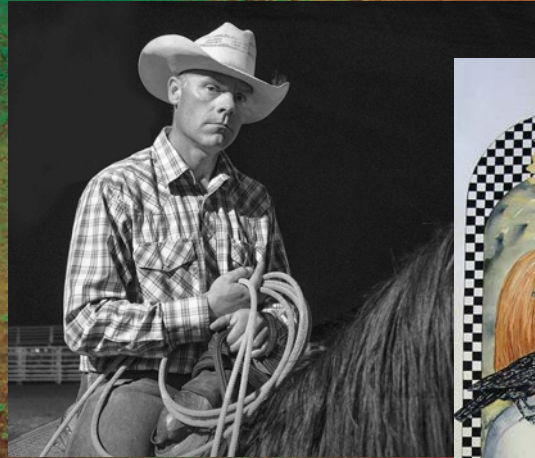
**GOODYEAR BRANCH LIBRARY**  
**NOVEMBER 5 - FEBRUARY 29**

**ARTIST RECEPTION**  
**DECEMBER 5**  
**5 - 7 P.M.**

Musician and Goodyear resident Duane Langston will provide the entertainment. Light refreshments will be served.

The Timeless Portraits Fine Art Show explores the many approaches to capturing a portrait and are both realistic and abstract interpretations of the theme.

The artists have used paint, pastel, colored pencil, and photography to represent the likeness of a person or to describe someone's character.



**Dave Finely**  
*Portrait of an Arizona Cowboy*  
16" x 20"  
Photography

**Pamela Bleakney**  
*Face to Face*  
31" x 38"  
Watercolor



## Goodyear Mobile Museum



Dr. Denise Bates moved to Goodyear from downtown Phoenix nine years ago and now is part of a push behind the Goodyear Mobile Museum - 20 different images on displays depicting Goodyear from its beginnings as a cotton farm for a tire company to its history in defense and aerospace industries. The museum soon could be coming to a city event near you. For more information about the Goodyear Mobile History Museum, call (623) 882-7530

## Holiday Trash Collection Schedule

**CITY OFFICES CLOSED  
AND SANITATION PICKUP  
CHANGES FOR THE HOLIDAYS**

City offices will be closed in observance of Christmas on Friday, December 25, 2015 and New Year's Day, Friday, January 1, 2016.

Curbside trash, recycling, and bulk collection services will shift to one day later than the normal collection days.



For more information and a holiday sanitation service schedule, call 623-932-3010 or visit [www.goodyearaz.gov/trash](http://www.goodyearaz.gov/trash).





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# HOME PLATE FOR THE HOLIDAYS

GOODYEAR BALLPARK

## 2016 SPRING TRAINING TICKETS MAKE GREAT HOLIDAY GIFTS!

Flex books are on sale now!  
Books include 10 ticket  
vouchers, good for  
any game at Goodyear  
Ballpark during the  
2016 season. Available  
at mini-plan pricing in  
Infield Box (\$230) or  
Outfield Box (\$180).

Mini-Plans (three or  
more games) on sale  
December 7.

Individual game tickets  
on sale - online only -  
December 12, at 10 a.m.



Tree lighting, Santa, 40 tons of snow! Dec. 5 from 5 to 8:30 p.m. Free Parking and Admission

Goodyear Ballpark  
1933 S. Ballpark Way

Celebrate the holiday season  
with the arrival of Santa & Mrs. Claus,  
the city of Goodyear's annual tree lighting,  
holiday tunes from local elementary school choirs,  
reindeer games, inflatable activities,  
and 40 tons of snow!

For more information, please contact Goodyear Ballpark at

**623-882-3130**  
**www.goodyearbp.com**

